

CHECKS AND

NEW
CHECKS AND BALANCES

Revision #: 0 Date: 10/19/2012

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

67227

Separation between spots: 10

Revision Comments:

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Days Dur | Days | | | | | Total Spots |
|-------------|--|--------------|------------|------------|----------|--------------|-----------|-----------|-----------|-----------|-------------|
| | | | | | | Mon 10/22 | Tue 10/23 | Wed 10/24 | Thu 10/25 | Fri 10/26 | |
| EKRC-TV | | | | | | | | | | | |
| 26 | MTuWThFSaSu 10:00p-10:35p LOCAL12 NWS@10< | RT | \$550.00 | \$467.50 | 30 | 1 | 1 | 1 | 1 | 1 | 5 |
| | | | | | | Total Spots: | | | | | 5 |
| Total Cost: | | | \$2,750.00 | \$2,337.50 | | | | | | | |
| Total | | | | | | | | | | | |
| OCT 12 | | | \$2,750.00 | \$2,337.50 | | | | | | | |

Signature: _____

Disclaimer:

Summary by Station/System

Date: 10/19/2012

Client: OH CHECKS & BALANCES

Estimate: 2997

Media: TV

Description: OH CHECKS & BALANCES OCT 20-OCT 29 T

Product: TV

Flight Start Date: 10/20/12 5:00:00 AM

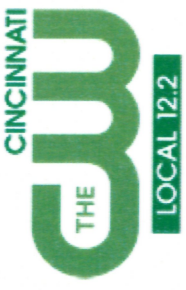
Market: Cincinnati

Flight End Date: 10/29/12 4:59:00 AM

Separation between spots: 10

| Station | Total Spots | STN Gross | PCT | STN Net | PCT |
|---------------|----------------|--------------|------|------------|------|
| EKRC-TV | 5 | \$2,750.00 | 100% | \$2,337.50 | 100% |
| Market Total: | 5 | \$2,750.00 | | \$2,337.50 | |

ORDER



Orders
Order / Rev: 67227
Alt Order #:
Product Desc: OH Checks & Balances
Estimate: 2997
Flight Dates: 10/22/12 - 10/26/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

CW Cincinnati
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
7669 Stagers Loop
Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Checks and Balances for Economic G
Demographic: HH
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/26/12 | 5 | \$2,750.00 | \$2,337.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| October 2012 | 5 | \$2,750.00 | \$2,337.50 | 0.00 |
| Totals | 5 | \$2,750.00 | \$2,337.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| LSM LSM | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|---------------|-------|--------------|
| CW Cincinnati | 1% | \$2,750.00 |
| Market | 100% | \$275,000.00 |

| Competitive Share | Share | Total |
|-------------------|-------|--------------|
| UNKWN | 58% | \$159,500.00 |
| WCPO | 0% | \$0.00 |
| WKRC | 41% | \$112,750.00 |
| WLWT | 0% | \$0.00 |
| WSTR | 0% | \$0.00 |
| WXIX | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|------|------------|----------|--------------------------|------------|----------------|----------|--------|-------|----------|-----|------|------|-------|------------|
| N 1 | EKRC | 10/22/12 | 10/26/12 | M-F 10p Local 12 News CM | 10p-1035p | 11111-- | | :30 | 5 | \$550.00 | P-1 | 0.00 | NM | 5 | \$2,750.00 |
| | | | | M-F 10p Local 12 News | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Weeks/Week | Spots/Week | Rate | Rating | | | | | | | |
| Week: | | 10/22/12 | 10/28/12 | 11111-- | 5 | 5 | \$550.00 | 0.00 | | | | | | | |
| Totals | | | | | | | | | | | | | | 5 | \$2,750.00 |